

# MedMarkMedia's 4-Week Pro Campaign Materials Punch-List

## CONTACT INFORMATION

- ◇ Company Name
- ◇ Company Website
- ◇ Point of Contact Email (for questions on submitted materials)
- ◇ Point of Contact Phone (for questions on submitted materials)

## SOCIAL MEDIA INFORMATION

- ◇ Company's Facebook Page
- ◇ Company's LinkedIn Page
- ◇ Company's Instagram Page
- ◇ Hashtags (used at the discretion of MedMark's team based on space and social network)
- ◇ Location restrictions: U.S. or North America or Global

### Important note for all social media posts:

If video is provided, images are still required in both sizes in case of social system file upload error.  
Ensure all text is in the third person. Avoid the using words like "we" or "our".

## SOCIAL MEDIA POST #1

- ◇ 1200 x 630 pixels Facebook & LinkedIn Image, 1920x1080 video (preferably 30 seconds or less)
- ◇ 1080 x 1080 pixels Instagram Image, 1080x1920 video (preferably 30 seconds or less)
- ◇ Caption for all platforms (preferably 50 words or less)
- ◇ Link URL(Required)

## SOCIAL MEDIA POST #2

- ◇ 1200 x 630 pixels Facebook & LinkedIn Image, 1920x1080 video (preferably 30 seconds or less)
- ◇ 1080 x 1080 pixels Instagram Image, 1080x1920 video (preferably 30 seconds or less)
- ◇ Caption for all platforms (preferably 50 words or less)
- ◇ Link URL

## SOCIAL MEDIA POST #3

- ◇ 1200 x 630 pixels Facebook & LinkedIn Image, 1920x1080 video (preferably 30 seconds or less)
- ◇ 1080 x 1080 pixels Instagram Image, 1080x1920 video (preferably 30 seconds or less)
- ◇ Caption for all platforms (preferably 50 words or less)
- ◇ Link URL

## SOCIAL MEDIA POST #4

- ◇ 1200 x 630 pixels Facebook & LinkedIn Image, 1920x1080 video (preferably 30 seconds or less)
- ◇ 1080 x 1080 pixels Instagram Image, 1080x1920 video (preferably 30 seconds or less)
- ◇ Caption for all platforms (preferably 50 words or less)
- ◇ Link URL

## WEB BANNER CREATIVE

- ◇ 350x350 Web Banner (for improved results include a "button" with strong Call-To-Action)
- ◇ 820x100 Web Banner (for improved results include a "button" with strong Call-To-Action)
- ◇ Link URL(s)

## NEWSLETTER AD CREATIVE

- ◇ 350x350 Newsletter Graphic (can be same graphic as web banner)
  - ◇ 3-5 word Title
  - ◇ 30 or less word Caption
  - ◇ Link URL
- EBLAST** (submitted by direct email)
- ◇ HTML File
  - ◇ Subject Line